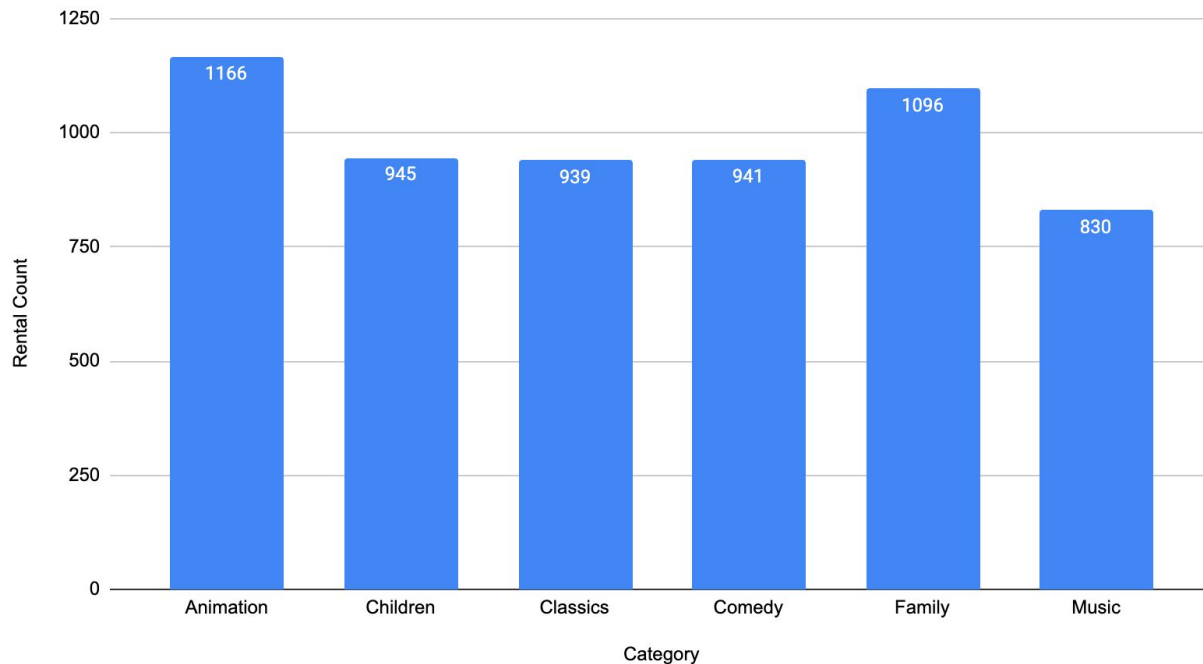


Question 1: What are the Most Popular Family-Friendly Categories?

Rental Count by Film Category

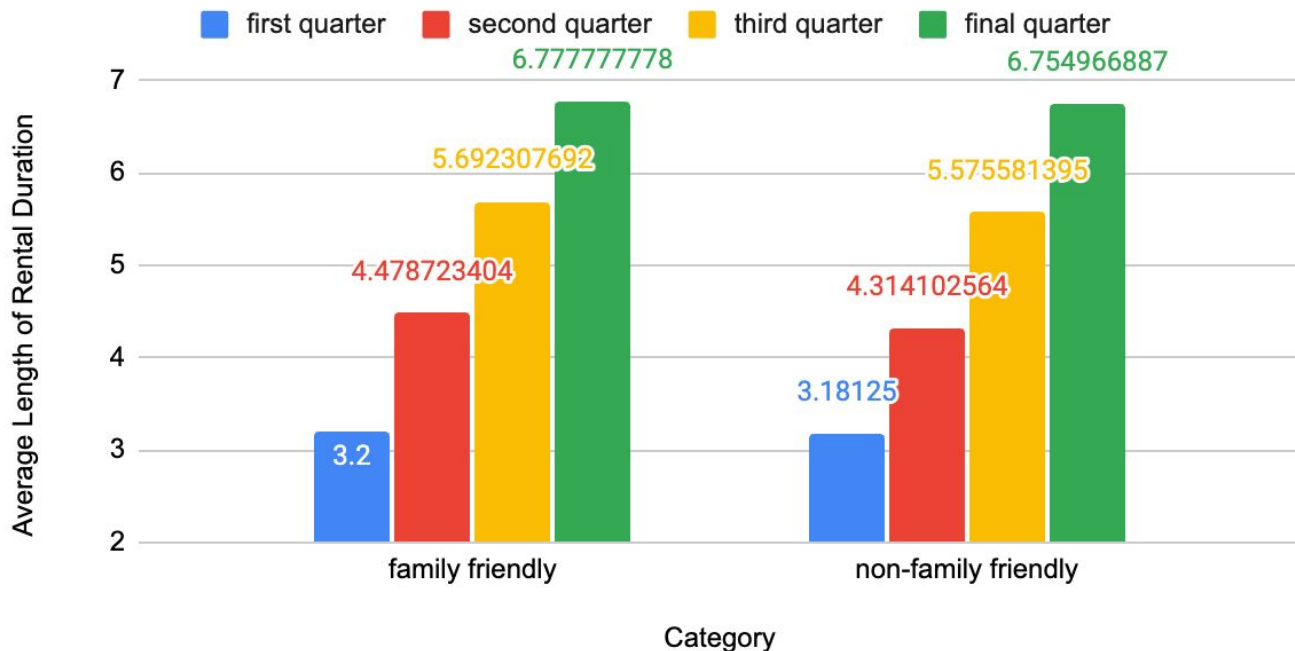


We can see that the Animation and Family genres are the most popular family friendly categories. Music is the least popular.

Question 2: Are Family Friendly Movies Rented Longer Than Non-Family Friendly?

Family Friendly Compared to Non-Family Friendly

Average Rental Duration

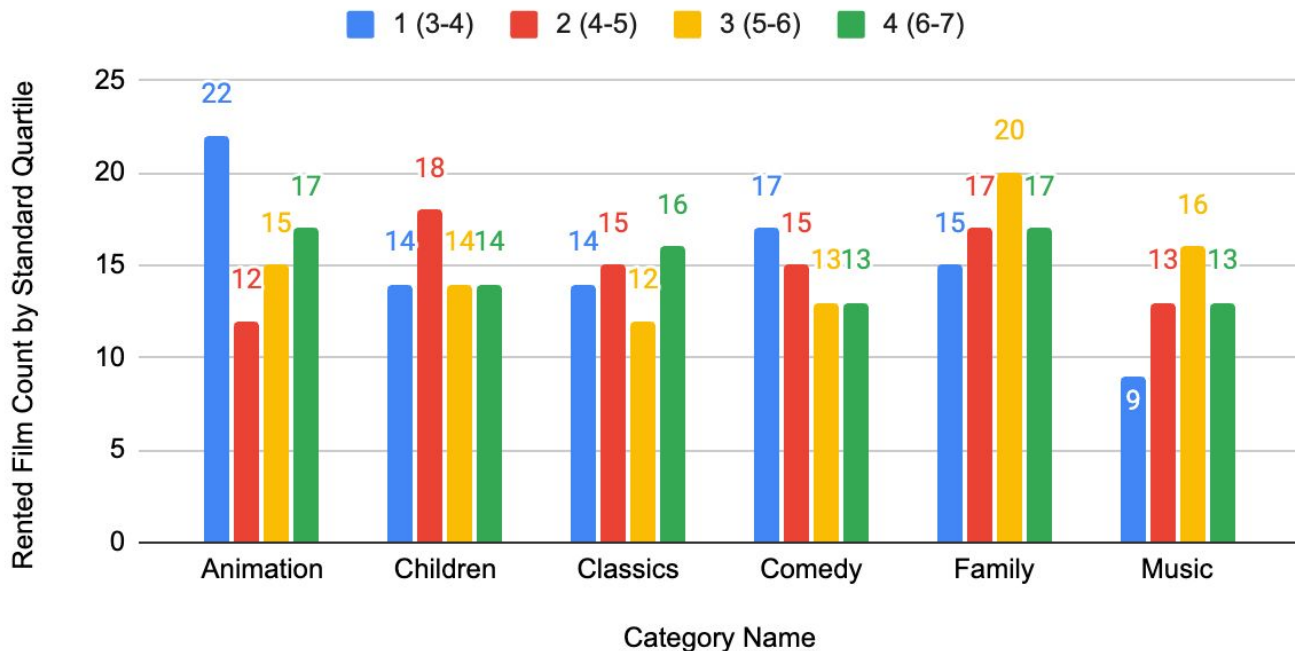


We can see that Family Friendly movies are rented just slightly longer than non-family friendly movies.

Question 3: What is the Rental Duration by Film Category?

Film Count by Number of Days Rental Duration

Grouped by Quartile

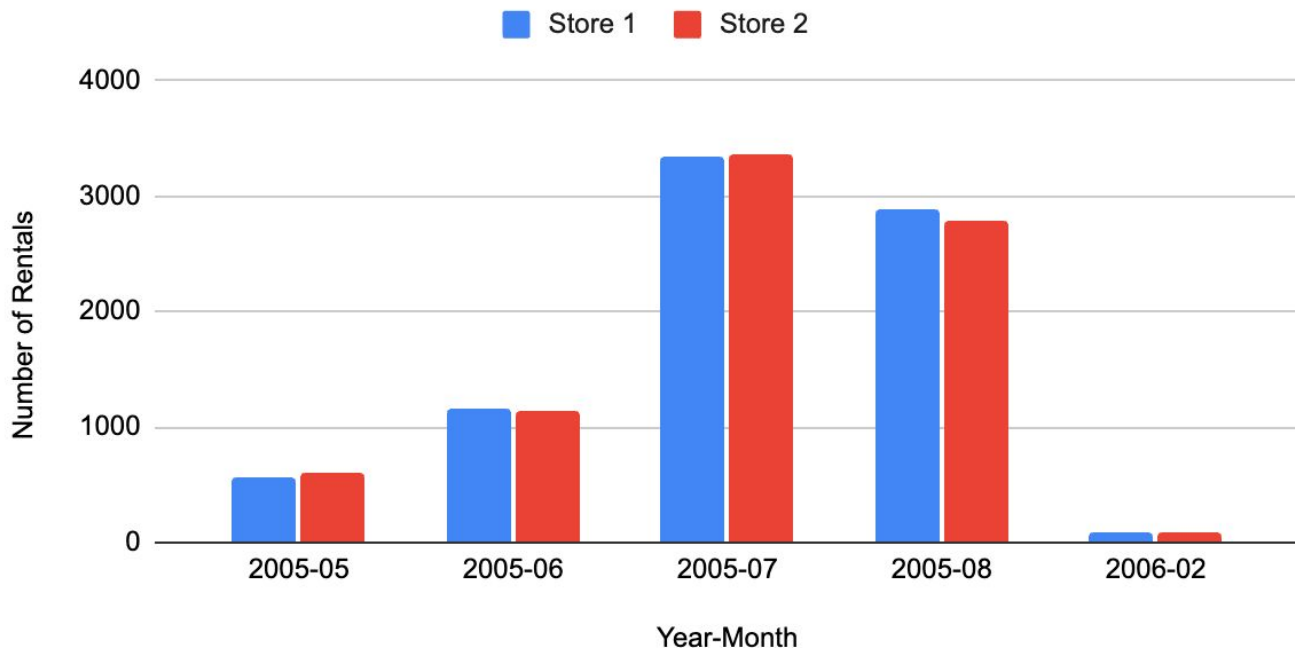


We can see that Animation and Comedy films are most often have the shorted rental duration.

Question 4: How do the Stores Compare in Their Monthly Count of Rental Orders?

Rental Count Comparison

Between Store 1 and 2



We can see that both Store 1 and 2 had nearly identical rental counts for the months shown.